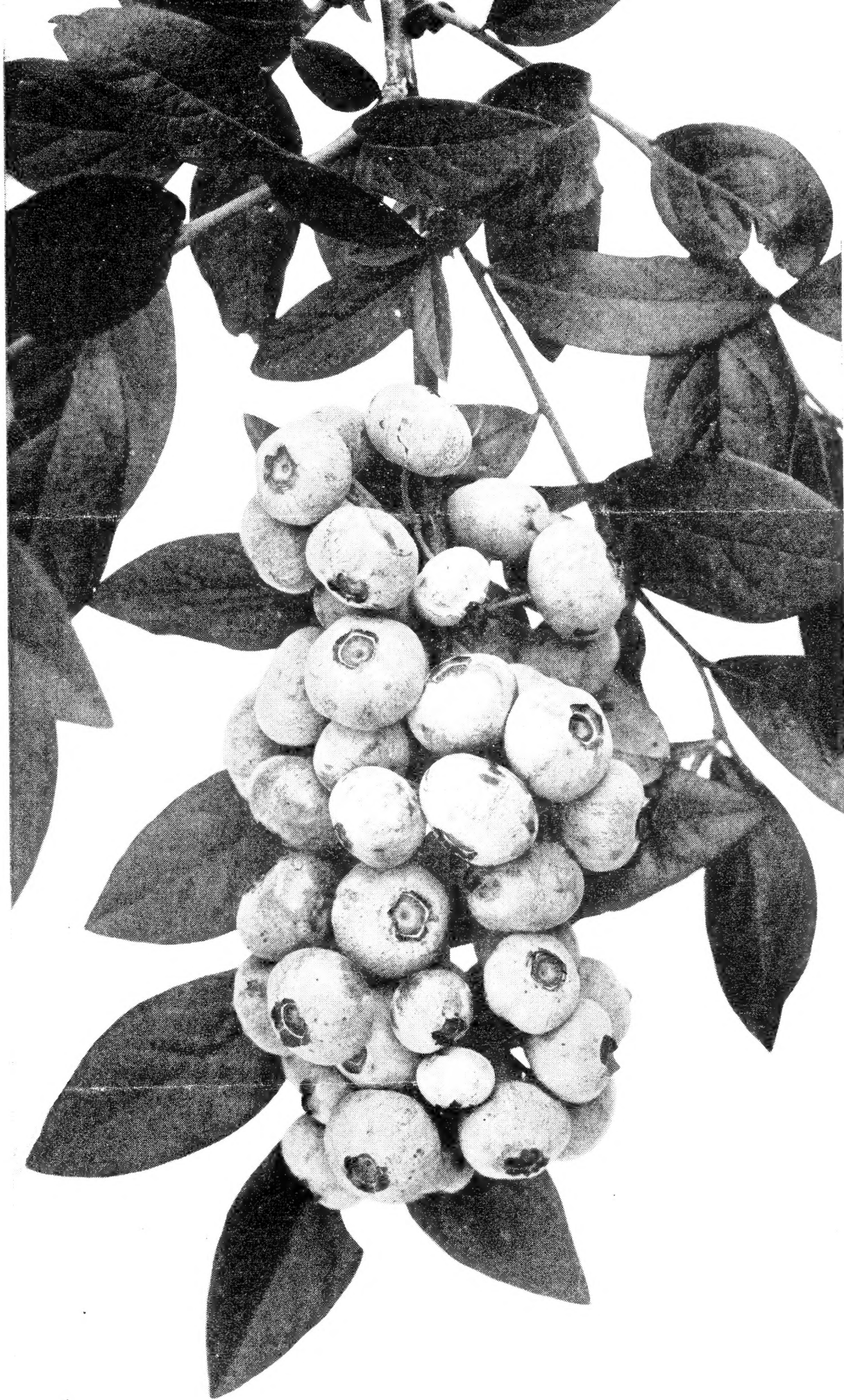


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THE HIGH BUSH BLUEBERRY

The newest thing for the Home Garden—see back page for new Quality Varieties and
The Blueberry King's Packet

THE HIGH BUSH BLUEBERRY

By J. RUSSELL SMITH, Sc. D.

It doesn't exactly make sense, but it's real just the same. I'm talking about the fun I have picking high bush blueberries. There is no explaining it. It just is, and so we go on from there.

Perhaps it's the primeval hunting instinct. Some men get a thrill out of catching a fish, some from shooting a bird, some must stalk big game. But really now, did you ever see a blueberry bush standing up in front of you, as tall as you are or perhaps a little taller, and with great clusters of blueberries as big as small marbles, the ripe ones covered with that delicate sky blue bloom that you may have seen on some grapes? And then have you tickled those bunches with your finger tips and had these luscious morsels roll into the palm of your hand? If you haven't done that you have something coming to you.

Perhaps you are a woman. Well this fun of picking blueberries is not a merely masculine delight. My neighbor, who is a grandmother, says it is fun to pick them and she is planting a lot of bushes now that her first bushes have proved themselves.

And are the blueberries good to eat? If they were not they would not be selling at high prices for weeks and weeks each summer.

Yet more! The bush is a first-class ornamental for your lawn. The bright new foliage of May is followed by clusters of interesting flowers and then by clusters of berries. The flowers cause the bush to appear pinkish-white for a couple of weeks. The ripening berries make a multiple appeal, esthetic, economic, gustatory and give you a sense of achievement before you touch them. In autumn the leaves are dark red and stay on till freezing weather. After the leaves fall the bark on the new growth is rich dark red until covered by the new foliage—a 12-month beauty. Is there any other ornamental that is a real ornament and also a heavy producer of delicious food?

Trout fishing costs money. Gunning costs money, so do most sports, but a blueberry bush soon pays for itself and then does it over and over again. They live on as apple trees live on, and keep sending up fresh shoots.

They are very regular bearers. The terrible and untimely heats of March and the freezes of April and May 1945 wiped out my apples, peaches, grapes and cherries, but the blueberries 100 yards away seemed never to hear about these troubles. 1946 and '47 also had bad freezes but the blueberries were not touched.

Here's the story.

As you perhaps know, there is a small seedy low bush huckleberry (15-18 inches high) that grows on the Appalachian mountains from New York to Georgia. This is quite different from the large meaty high bush blueberry (bush 4-7 feet high) which grows wild in moist lands near the Atlantic. In its wild form this high bush berry has become the basis of a rather important canning industry in Maine, with a scattering market production down to Carolina.

The late Frederick V. Coville, a botanist in the Department of Agriculture, was blessed with constructive imagination. He distributed pieces of metal with holes of varying sizes to pickers of wild blueberries in the Atlantic Coast Plain and offered to pay a good price for any bush that produced berries that would not go through certain holes in the metal. By this means, he gathered a garden of the choicest high bush blueberry bushes. These were the genius plants selected from many millions of wild ones. Some of these selected plants are being cultivated. Others were crossed to produce better blueberries than the wild ones.

It is these improved high bush blueberry bushes that we are offering for sale. The New Jersey Crop is worth 3 million dollars some years.

At first it was thought that since the blueberries came from low land near swamps, they would not grow on good upland, but such is not the case. These berries are now growing in hundreds of places between Canada and Cotton Belt, Wisconsin and the Atlantic Ocean. You can mulch the bushes and they will do well in almost any old corner.

If you buy from us, we will furnish free instruction that tells how to plant the bushes and how to care for them. You can put them four or five feet apart in rows eight feet apart. You need two varieties for pollination.

Almost any family will enjoy a dozen or two dozen or three dozen of these delightful bushes. If they should in time make more berries than you can eat in summer, they are excellent canned and there is your private quick freeze locker. You will soon have one. Lockers are sweeping the country like a new style in hair-do. If you should happen to have a few more berries than you want, you can easily sell them on the bush to your neighbors' youngsters, who will gladly take them on a basis remunerative to both parties.

WHAT VARIETIES OF HIGH BUSH BLUEBERRIES SHOULD YOU PLANT IN YOUR GARDEN?

City people eat what comes to market. Commercial farmers grow the varieties that produce the most and ship the best. They often grow special good varieties for home use. City folks don't get them.

High bush blueberries are just blueberries when they get to market. More than a dozen varieties are being grown for market, but they are all just blueberries when they get to you. Some are good, some are very good, some poor, some very poor flavor indeed. You have no way of knowing. I want the best, so do you. I have plants for you.

"Suppose you were to set out a dozen blueberry plants in your garden to grow berries for your own eating. What varieties would you have?" I asked that question of a blueberry king who has grown whole fields of blueberries for 20 years and has thirty varieties on his place.

Said he, "I'd plant variety A (early), variety B (medium), and variety C (late)."

"Are there not earlier varieties?" I asked.

"Yes," he said, "a week earlier, but they have no flavor; but A, B, and C are good to eat. I like them to eat," and they will give you a five weeks' season, sometimes six weeks.

"Suppose you were planting two dozen plants," I asked.

He thought for a moment. "Well," he said, "I'd still stick to three varieties and be sure to plant plenty of bushes. They are so good."

I am offering you the Blueberry King's three varieties, done up in packets of 6, 12, 24, and 36,—well grown, thrifty, healthy 2 year plants, with equal numbers of each of the three high flavor varieties. With every packet of 24, I will add one extra plant of the popular Jersey variety, and two Jerseys with a packet of 36.

* These are new and costly varieties. Very few nurserymen are offering them at retail and if so at prices higher than we offer.

Blueberry King's	}	Packet of 6.....	\$10.50
		Packet of 12.....	20.00
		Packet of 24.....	38.00
		Packet of 36.....	54.00

Please do not ask us for single plants.

Be sure that every packet has our registered trade mark "THE BLUEBERRY KING'S PACKET" attached.

Free booklet on planting and care with each order.

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